

# 2008 Minority Business Awards

## "OUTSTANDING BUSINESS" CATEGORY

### Application Form

**The company is applying in which subcategory** *(choose one)*

- ☐ Small Business (25 or fewer employees)
- ☐ Large Business (more than 25 employees)

Applicant Company: \_\_\_\_\_

Company Contact Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name, Organization, Phone of person nominating applicant *(if different from above)*:

\_\_\_\_\_

**Certifications:** *(Please check all those that apply)*

- ☐ Applicant is a for-profit minority-owned business (as defined by the state) located in Wisconsin.
- ☐ Applicant company is at least 4-years old and profitable.
- ☐ Applicant is current on any tax and government loan obligations.

Signature: \_\_\_\_\_  
*(Signed by a company representative)*

**PLEASE SUBMIT THIS COVER PAGE AND WRITTEN RESPONSE BY MONDAY, AUGUST 11, 2008 TO:**  
**Kema Williams, Wisconsin Department of Commerce**  
**PO Box 7970, Madison, WI, 53707**  
**fax to 608-264-6151 or email to [kema.williams@wisconsin.gov](mailto:kema.williams@wisconsin.gov).**

**Questions regarding submission, contact:**  
**Kema Williams - Ph: 608-267-9550**  
**Carol Dunn - Ph: 608-267-0297**

**To apply, provide a narrative describing why your company is an outstanding minority business, responding to these six award criteria (limit 3 pages):**

Please write **no more than three pages**. Use each criterion as a heading, and address each criterion in order in your narrative. You may use bullet points under the headings if it makes sense. *(Please type your response; use 11 point or larger type size, and 1 inch or greater side margins.)*

- A. Company product, history, and milestones.** Provide a brief overview of your company and its chief business accomplishments. Include a description of your product or service offering, and its significant competitive advantages.
- B. Recognition.** Describe what your company is best known for – its “claim to fame.” Provide examples that your company and its products/services are well-recognized and valued. Describe any special honors or distinctions that your company has earned, and whether the company is considered a “name brand”, an industry expert or standard, or a leader in its field.
- C. Market Impact.** Describe your company’s current revenue levels, sales growth over the past 3-5 years, and profitability. If possible, compare your performance to your competitors. Identify the factors that have enabled you to achieve these levels of sales and profitability. Describe the size of your market or service region, and how many/what types of customers you serve. Explain why your company is dominant or respected in its market or service region.
- D. Employment Picture.** Identify the current number of employees and positions; employee growth over the past 3-5 years; and wage/benefit, employee incentive and training packages available. Describe any employment practices that have contributed to your company’s success.
- E. Best Practices.** Describe the management and operational systems and practices that help you succeed. Identify key operating targets, benchmarks, or goals that help you achieve top performance.
- F. Success Story.** Describe the key obstacles that the company has overcome, and how you managed these challenges to arrive at your current success. *(Please select 2-5 critical challenges that your company mastered.)*

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